

ED SMITH LEARNS OF NEBRASKANS

Referee of the Cutler-Stecher Match Tells How the Chicagoans Were Given a Cleaning.

PLENTY OF PRAISE FOR JOE

Ed Smith, sporting editor of the Chicago American and referee of the Stecher-Cutler match here last Monday, learned something about the ways of the Nebraska farmer, according to his own version of the way "Chicagoans Go to Clean Farmers, but Drop Rolls to Nebraska Rubes," as his headlines stated the case.

After leading the page with this clear across eight columns, "Joe Stecher looks like a man who might be able to throw five sixes with four dice," and on the second sport page, this one across eight columns, "The west may well be proud—A cowboy for one champion and a plowboy for another," he says:

It looked to be one of the best things to come up in years and Chicagoans went to it. They swarmed into Omaha and began to bet the farmer supporters of Joe Stecher, the plowboy champion, and one of the athletic sensations of the decade.

The Chicagoans thought they were well headed with dough, but those farmers fairly roared with it. It ceased from every seam in the hickory holiday suits of the Nebraska men of the soil and the Chicagoans and some of the other "smart men" of the sporting game quickly had enough of it.

Stecher won in twenty-eight minutes and he and his friends broke every Chicagoan who was there, and almost every wrestler who reads it, a point to go to Omaha to see the battle.

It was one of the biggest cleanups in the wrestling game in years, and once more the farmer put it over on the smart chap from the city.

Gave Odds Freely. And, further, the Stecher people gave the Cutler adherents the luscious backing odds of 100 to 75, and in many cases 100 to 50, and did it willingly.

Compared with the rolls of coin that were there to back Stecher the Cutler side didn't even justify a rubber hand to hold them together. There was no comparison, and as a result the Stecher people competed with each other for the chance at the Cutler money.

Yes, indeed, it was a cleanup, a grand old cleanup, the like of which hasn't been seen in years, and the smart ones were outgeneraled and cleaned.

And one of the sorriest looking bunch of sport followers in years was the brave little gang that got off the western trains yesterday. They were "clean," but they were smiling. The Nebraska boys were sticking deep in their flesh, but they were funny, sometimes and not one of them whimpered. It was a level match, Cutler did his best, most of his thought, and if a man gets a run for his coin what more is to be asked for?

Admit They Were Wrong. "They've got a wonder out there and we were up against it," one of them said, simply.

"If you or anybody else can find a man who can beat Stecher you can win a half million dollars from the Nebraska farmers."

That's about the situation, Nebraskans will bet their farms on Stecher now, but they don't have to place any mortgages to get the dough for wagering. They are working on thousands and thousands of dollars of "valve" money they already have won on Stecher. And, to relate, much of it was once Chicago owned.

Billy Rochelle, Cutler's manager, and a little coterie of friends are said to be the heaviest losers on the match, though another syndicate placed almost as big a chunk. Rochelle is said to have laid within a few dollars of \$10,000 up on the Michigan man when he went into the ring.

Rochelle is not a practical wrestling man and works with Cutler solely because of personal friendship and admiration of the man. He was well stung because he always insisted that no man living, much less the amateurish Stecher, had a chance to beat Charley.

Joe Coffey and a bunch of friends syndicated, too, on Cutler, because he looked like a real good thing. Fung some more. And the wrestler? Almost to a man they bet, and bet everything they had. Ed Lewis, one of Cutler's trainers, went as far as to seek all of his jewelry to bet on Cutler. So did all the other wrestlers. Strangely, they believed him unbeatable and couldn't figure that precedent would be upset to the extent of seeing a mere youth of 27 years downing a seasoned performer of such good standing at Cutler. It was simply crushing and unbelievable.

Cutler bet heavily himself with his own money. It is thought he bet at least \$5,000, which is about what he got out of his share of the receipts, so in addition to a defeat, he quits only about even on the deal.

Many city folks from Omaha took issue with the farmers and bet on Cutler. They didn't want to bet on Stecher, and took the off chance that this would be the time the farmers would find the turn in the road.

Omaha scenes were peculiar. Farmers who didn't have 50 cents' worth of clothes on their bony frames were betting \$500 at a crack with as much abandon as the ordinary man would wager a tumbler of lager.

The leathery face of the tiller of the soil, tanned to a fine Morocco shade, was present everywhere and as soon as the city chap peeped he was covered. Usually he was swamped because he would be covered from three or four sides.

It was wonderful the sublime faith the farmer showed in the Dodge man. It was amazing to the city chap, and finally got so strong that one or two of the Chicagoans had a hunch to switch their bets. They're sorry now they didn't.

One of the House brothers, big farmers about twelve miles from Stecher's home, was a heavy winner. One of them happened to be in Fremont, Neb., when Rochelle was there three weeks ago looking for bets.

farmers. It was nothing short of wonderful. Summer Complaint Cured. Dr. King's New Life Pills will rid the system of fermenting foods and poisons. Keep stomach and liver healthy. - Dr. All druggists.—Advertisement.

WM. L. HOLZMAN RETURNS FROM TRIP TO EXPOSITION. "Omaha's prosperity is the best advertisement the city ever had," said William L. Holzman of the Nebraska Clothing Company, who just returned from a trip to the California exhibitions. "Everybody

has heard about the stupendous building that is under way in our business district," continued Mr. Holzman. "Business men understand what this means—the dumping of millions of dollars into steel, brick and concrete is not done for effect—it means a solid foundation under the prosperity of this community—it speaks volumes for itself and is more appreciated by the Omaha who hears about it when away from home. While away I met hundreds of business men and invariably the conversation would lead to the fine showing Omaha is making."

Mr. Holzman was accompanied on the trip by his wife and son, Max. Rent houses quick with a Bee Went Ad.

DELEGATES TO CONVENTION SEE THE LIBERTY BELL. After seeing the liberty bell just before it was taken away from Omaha, the several hundred delegates and visitors attending the convention of the National

Fraternal Society of the Deaf went on chartered street cars to the Iowa School for the Deaf at Council Bluffs. Later they returned to Omaha the same way and went to the Nebraska School for the Deaf, where they were guests of the school faculty and women's committee at a lawn fete. This evening they will enjoy a motion picture entertainment there.

JOHN A. SWANSON, President.

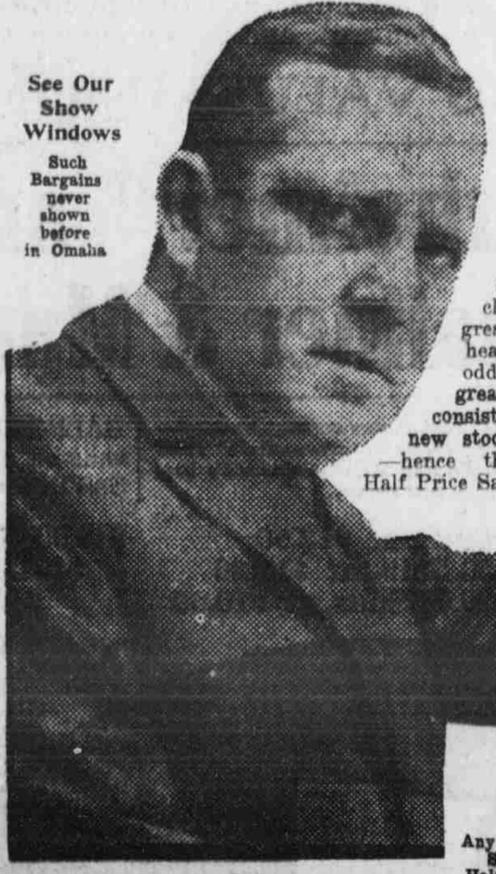


WM. L. HOLZMAN, Treasurer.

The "I Will" Man's Famous Half Price Sale

Now On!

Saturday this supreme clearance event will be under full headway. Yesterday's crowds were greater than ever before in our history. Saturday we will smash another record. All Omaha knows that this sale is the one clearance that offers overwhelming reductions on the world's best apparel. And people come hundreds of miles to attend this sale, because bona fide savings of one-half are unheard of elsewhere on fashionable clothing that men who know what's what, want to wear.



See Our Show Windows

Such Bargains never shown before in Omaha

Mr. John A. Swanson, President of the Nebraska Clothing Co.

and originator of the Half Price Clothing Sale, says: "Modern store - keeping means keeping stocks up to the tick of the style-clock. Such a policy demands radical clearance methods. Less progressive stores make half-hearted attempts by sales of odds and ends—but this greater store's leadership consists of absolutely all new stocks every season—hence this sweeping Half Price Sale."

The "I Will" Man points the way to Wonderful Savings Saturday

Any Man's or Young Man's Suit 1/2 Price In Our Entire Stock Of the World's Best Rochester, N. Y. Hand-Tailored Garments, at

- All Worsted Suits at Half Price. All Cheviot Suits at Half Price. All Cashmere Suits at Half Price. All Blue Serge Suits at Half Price. All Fancy Mixture Suits at Half Price. All half lined, quarter lined, full lined two and three-piece suits—all sizes and all proportions—the largest, most representative showing of quality clothes in the West—at exactly Half Price Saturday, as follows: Any \$10.00 SUIT Half Price \$5.00 Any \$12.50 SUIT Half Price \$6.25 Any \$15.00 SUIT Half Price \$7.50 Any \$18.00 SUIT Half Price \$9.00 Any \$20.00 SUIT Half Price \$10.00 Any \$22.50 SUIT Half Price \$11.25 Any \$25.00 SUIT Half Price \$12.50 Any \$30.00 SUIT Half Price \$15.00 Any \$35.00 SUIT Half Price \$17.50 Any \$40.00 SUIT Half Price \$20.00

Special Notice—No Charges, No C. O. D.'s, No Approvals, No Refunds during Half Price Sale.

Black Suits and Palm Beach Suits Not Included in Half Price Sale.

Special Notice—During Half Price Sale a Small Charge Will Be Made for Alterations.

Owing to the tremendous rush attending this sale, we respectfully request early shopping Saturday if convenient.

We take pride in conscientious service—regardless of how little you pay—your satisfaction is our first consideration.

The "I Will" Man Says, "Offer Startling

Bargains in Men's Furnishings"

Saturday will be a hummer for the summer man who has not yet bought hot weather furnishing goods. Values like these have made the "I Will" Man's Sales known far and wide.

- \$1.25 Negligee Shirts—Soft or starched cuffs..... 79c 75c Men's Union Suits—Good quality mesh, at.... 45c \$1.50 Negligee Shirts—Beautiful new patterns. \$1.05 75c Men's Union Suits—Nainsook Athletic, at.... 45c \$2.50 Negligee Shirts—Clearance sale price.... \$1.75 \$1.00 Men's Athletic Unions—Fine quality crossbar, at.. 59c \$5.00 Fine Silk Shirts—Striking new patterns. \$3.50 \$1.00 Men's Union Suits—Fine quality Balbriggan.. 69c \$6.00 Finest Silk Shirts—Highest grade makes... \$4.50 \$2.00 Men's Union Suits—Karldean white list.. \$1.25

Men's Pajamas \$2.50 to \$3.50 Most extraordinary values in celebrated Faultless Pajamas. Fine quality madras, Jacquard, French cord, mercerized and other highest class materials. Sell everywhere at \$2.50 and \$3.50. Some worth more. July Clearance Price, Sat'day, \$1.45.

Extra Specials 50c Men's Neckwear Beautiful crepe de chine, foulard and other silk four-in-hand ties at... 25c 50c Men's Wash Ties High grade washable neckwear, newest panel stripes, 3 for \$1.00 or ea... 35c 25c Men's Pad Garters Celebrated Keyhole Pad Garters, 3 pairs for 35c, or, per pair... 15c 25c Men's Wash Ties Several hundred brand new like wash four-in-hand ties at... 10c Men's Night Robes 25 dozen good quality muslin night robes. Sizes 14 to 18, extra spec. Sat. at... 50c 35c Leather Belts Made of harness leather. Special for Saturday, at... 25c

\$1.00 Collar Attached Men's Shirts Fifty dozen high grade woven madras shirts. Wide selection of patterns. Light and dark stripes. Military and flat collars attached. All sizes, 14 to 18. Undoubtedly the greatest bargain we have offered in shirts this season. Never sell for less than \$1.00. July Clearance Price, Saturday, 65c.

The "I Will" Man Makes a Clean Sweep of All Women's Suits, Coats, Dresses,

Such beautiful wearing apparel at such a tremendous sacrifice of prices makes this sale stand out boldly as the great sale of the hour. Read every reduction, then come and get a clearance sale surprise that you'll long remember.

- All Silk Suits—\$1225 to \$2250 Were \$24.50 to \$45.00, now... \$1225 to \$2250 All Silk Coats—\$740 to \$1975 Were \$14.85 to \$38.50, now... \$740 to \$1975 All Wool Suits—\$740 to \$1725 Were \$14.85 to \$32.50, now... \$740 to \$1725 All Palm Beach Suits—Were \$12.55 to \$14.85, now... \$640 to \$740 All Silk Dresses—Were \$12.50 to \$34.50, now... \$640 to \$1725 All Wool Dresses—Were \$9.85 to \$24.50, now... \$490 to \$1225 All Wash Dresses—Were \$2.45 to \$29.50, now... \$120 to \$1475

1/2 PRICE

Amazing Clean-up Prices - Read On

- \$3.50 Wash Dresses \$1 One lot of Street and Porch Dresses, Stripo and Polka Dot Voiles, Sizes 34 to 46. \$3.50 values, at \$1. 75c Bungalow Aprons 29c Gingham or Percale, light or dark patterns. All sizes, 75c values Saturday at, each 29c. \$1.50 Women's Waists 95c Beautiful Voile, Lingerie, Jap Silk and Awning Stripo Waists, Regular \$1.50 values, Saturday, at 95c. \$2.00 Wash Skirts 95c White Gabardine and Figue Wash Skirts, Pockets and pearl button trimmed. \$2.00 values Saturday, at 95c. \$6.95 Dress Skirts \$2.95 About one hundred Wool and Silk Poplin Skirts. Values to \$6.95. Saturday at \$2.95. Corsets—Corsets 1/2 PRICE Our entire stock of Warner's and Nemo Corsets. Choice of the house Saturday, at just Half Price.

Saturday Night Special 7 to 8 O'clock \$1.00 Women's House Dresses 39c High grade house dresses, made of checked percale. Light and dark colors. Full cut. All sizes from 36 to 46. A mighty big value at \$1.00. On sale Saturday night, or while they last at each, 39c. Limit: 2 to a customer

1/3 OFF On Any Man's Straw Hat

- Any \$1.50 Man's \$1.00 Straw Hat, now \$1.00 Any \$2.00 Man's \$1.33 Straw Hat, now \$1.33 Any \$2.50 Man's \$1.67 Straw Hat, now \$1.67 Any \$3.00 Man's \$2.00 Straw Hat, now \$2.00 Any \$3.50 Man's \$2.33 Straw Hat, now \$2.33

All Panama, Bangkok and Leghorn Hats AT GREATLY REDUCED PRICES. Any \$5.00 Panama... \$3.33 Any \$6.00 Bangkok... \$4.00 Any \$7.00 Panama... \$4.67 Any \$8.00 Leghorn... \$5.33 Any \$9.00 Panama... \$6.00 Any \$10.00 Bangkok... \$6.67 Any \$11.00 Panama... \$7.33 Any \$12.00 Leghorn... \$8.00

All Women's Low Shoes

In Two Great Lots at \$2.45 and \$2.95 All Our Men's Oxfords Up to \$5.00 In Two Lots, at \$2.95 \$3.45 2 and 3= Choice of tan or black, button or lace, rubber, silk or leather soles.

50c Women's Hosiery Saturday, 25c All Day, at... Fine quality fiber and late hosiery. Tan, white and black. Best 50c values, Saturday, at... 25c pair... 25c Women's Union Suits, celebrated 57-On brand... 25c Kinky Cut style, at... 49c Women's Kumformesh Union Suits, special, at... 45c Keyser Silk Gloves, 50c-\$1-\$1.50 McCallum Silk Hosiery, \$1.00-\$1.50 Main Floor—North Section.

Nebraska Clothing Co. JOHN A. SWANSON, Pres. WM L. HOLZMAN, Treas. CORRECT APPAREL FOR MEN AND WOMEN.